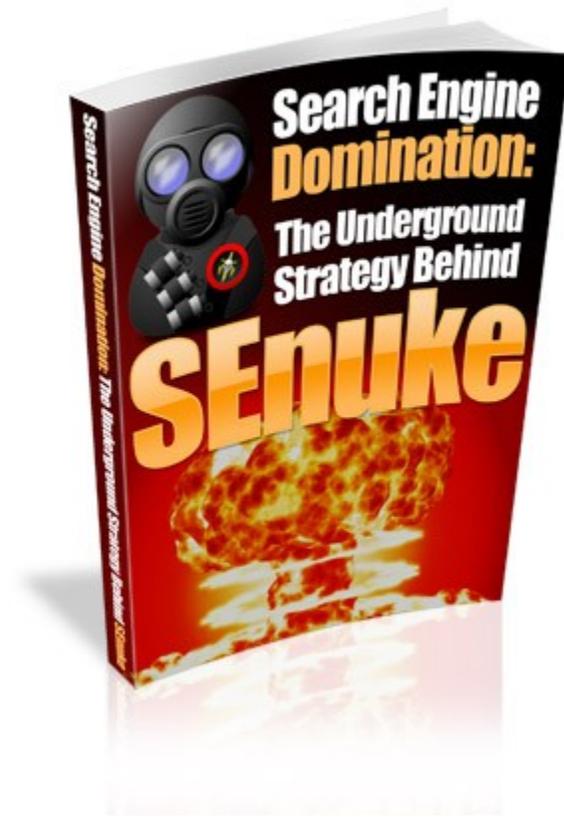


Search Engine Domination: The Underground Strategy Behind SEnuke



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Setting a Strategy for Your SEO Efforts

SEO, or Search Engine Optimization, is the process of preparing a web page in the best possible way to encourage the search engines to rank it highly on their results pages for certain keywords.

This process includes both on-page and off-page factors. On-page SEO includes things such as the title of the document, using heading tags, and using the keywords on the page.

Off-page SEO mainly consists of pages that link to your site and the text they use to link to you, called anchor text.

On-page optimization used to be the only thing that really mattered. Many years ago, all you had to do to get onto the first page of a search engine was stuff your pages and meta tags full of the same keyword over and over.

The more times the phrase was repeated, the higher the page would appear. But search engines realized webmasters were doing this, and they had to take steps to counteract these effects.

They started penalizing sites that repeated keywords too often in their meta tags or title. They began to ban sites that used “hidden” keywords, which was placing white text on a white background so search engines could see the text, but visitors couldn't.

The search engines had to take these steps, because their visitors were getting upset. They didn't like the fact that they were searching for music lyrics or recipes and ending up at a site advertising porn or pharmaceuticals because the search engine spiders had been tricked into sending more traffic to that domain.

Search engines began working harder and harder to counteract these measures, but for years, they weren't very effective. Once the search engines plugged one hole in the matrix, webmasters found another one and began to exploit it.

Then along came Google. They had a unique algorithm that virtually eliminated all of those on-page spam techniques. They did give some weight to on-page factors, but they also included a new system that helped determine the importance of pages.

They figured that sites that were truly high quality would have a large number of sites linking back to them. This system has come to be known as Google PageRank, or PR. The more PR a page has, the more important it's believed to be.

Of course, PR itself also began to be abused. People figured out that all they had to do to increase their PR in Google was to get thousands of links pointing to their site.

They started spamming guestbooks, free-for-all link sites, and other low quality sites to get links. So Google changed their algorithms again to give far less weight to links from low quality sites and more weight to higher quality sites.

Another big part of off-page optimization is the actual text that other websites use to link to you. This text is known as anchor text, and it's very important to your search engine rankings.

Anchor text is used to tell people what a particular site is about, but it also tells the search engines what the site is about. If your site sells golf equipment, and you're trying to optimize a page specifically for "golf equipment," then you should have sites use that text to link to you as often as you can.

Backlinks are very important. These days they're arguably more important than on-page optimization. Backlinks from sites that are in the same niche as your site are weighed especially well, especially if those links are on pages with high PR.

The more links from reputable sites that you can get, the better your page is likely to rank, especially if your on-page factors are also well-optimized.

Here are some common ways of getting backlinks:

- Exchange links with other webmasters in the same niche.
- Offer to write exclusive articles for other webmasters in your niche in exchange for a link back to your site.
- Write to authority sites in your niche and ask for a link.
- Post comments on blogs that don't have the "nofollow" tag on their links.
- Write articles and submit them to hundreds of article directories.
- Submit your pages to social bookmarking sites.
- Create and submit a press release about your site via PRWeb or another similar service.
- Post on high PR forums in your niche with a link in your signature.
- Create pages on various web 2.0 sites and link back to your site.

Software like [SENUke](#) makes the job of getting backlinks much easier. It works by helping you create dozens, hundreds, or even thousands of pages on web 2.0 sites that can promote your products and link back to your own sites and blogs.

By using a software package like [SENUke](#), you can quickly create unlimited backlinks to your sites, increasing your traffic and your search engine rankings at the same time. If you've been struggling to get enough backlinks, this is a great way to get more of them quickly.

You can over-optimize your sites and be penalized if you're not careful. Instead of keyword stuffing, you need to write naturally. You should use your keywords once in your title - don't overdo it.

Use your keywords once or twice in your body text, but be careful not to make your keyword density too high, which can appear spammy to search engines. You can also use your keywords in H1 tags, but again, go easy on it.

You should also try to use a lot of other words that might be related to the niche. For example, if you're targeting "golf equipment," you would want to use words such as "golf balls," "golf clubs," and "golf tees."

More search engines are starting to use this type of theme-based system. It's called Latent Semantic Indexing, and it basically means that individual keywords don't matter as much as themes of similar keywords.

You should do some research into the latest findings regarding LSI. Since the concept is relatively new in regards to search engines, it's important to keep as up-to-date as possible on the subject. New information is being discovered all of the time about this system.

What You Need to Know About Keywords

Keywords are a very critical part of an online business. Without a good list of keywords, you won't be able to get much search engine traffic. If you target the *wrong* keywords, your site may never be found at all!

If you're selling golf books, you don't want to target the keyword "books." This keyword is too broad, and has too much competition. Getting traffic for the keyword "books" (even if you *could* pull it off) wouldn't do you a lot of good, because only a small portion of that traffic would be interested in golf books specifically.

It would be far more productive to focus on keyword phrases like "golf books," "buy golf books," and "golf books online." You might get less traffic being ranked number one for "golf books" than you would if you were ranked number one for "books," but the traffic you get is going to convert to sales better.

These keyword phrases that get less traffic but have less competition are called "long-tail keywords." Amazon, for example, makes far more money selling those products that only get a few sales per year than it does from its most popular products.

It's a bit like getting \$100 from 1000 different people, or getting one cent from every person on Earth. You'd make a lot more money by getting a single penny from every single person on earth than you'd get by taking \$100 from the 1,000 richest people on Earth.

With Amazon, it's similar to this. They might get 500 sales per week for each of their top 10 items, but then they might get 1 sale per week from thousands and thousands of other products.

Long-tail keywords are those keywords that you actually have a chance to rank for. They may only get 10 or 20 searches per day, but you have the potential to rank much higher for *many* of them than you would for those few high-competition keywords.

Most Internet users never make it past the first page or two of search results. So if you're hidden on page four for a search term that gets 5,000 searches per day, you might be very lucky to get 50 visits.

But if you were on page one for 20 different search terms with 100 hits per day, you might get 200-500 visits or more. This is the power of long-tail keywords. There are many resources available to help you compile a list of keywords.

Some of these resources are free, and some of them require you to buy software or pay a monthly fee for a web-based system. Most of three free tools work well enough to be acceptable until you can get enough capital to invest in some of the paid keyword tools.

WordTracker is a very good keyword research tool and they have a free version as well. This free version is built directly into SEnuke's niche research feature and also adds a couple other extras that WordTracker doesn't offer.

Once you develop a list of keywords you want to target, you should check out the competition. This is another added feature that is also built into the SEnuke software. Whether you use software or not visit Google and search for each keyword phrase in quotes, like this, "keyword phrase."

The reason you're using quotes is because you want to get a better idea of how many people are optimizing for this exact phrase. There might be 20,000,000 websites that contain the words "car," "insurance," and "quotes."

But if you search for "car insurance quotes," that number might drop to 4,000,000. That's a huge difference. For less competitive phrases, that number might drop from several million to a few thousand!

Phrases that have at least 30-100 daily searches and only 30,000 or fewer results are great long-tail targets. With this little competition, you can reach the top of the search results relatively easy, and you'll probably be able to capture enough daily traffic to make it worth the effort.

Once you get better with your SEO and you're able to get more backlinks, you can probably even go after phrases with 100,000 competing pages, or perhaps even 1,000,000.

Researching the number of searches and competition isn't the only thing you need to do. You need to test the *viability* of the keyword phrases. You can't really do this without making a page, unless you want to spend a little money on PPC advertising to test out a phrase.

But you can test which phrases seem to perform better, so you can decide which ones you should focus on. Let's say you build a site in the golf niche. You're targeting the phrases "golf balls," "golf tees," "golf clubs," "golf bags," and "golf books."

After a couple of weeks, you notice you're getting a lot more sales of your golf books than you are to anything else. This tells you that you're either ranking much better for that phrase than the others (thus getting more traffic to it), or golf books sell better to your traffic than the other items.

If all things are equal, and you're getting approximately the same amount of traffic to each phrase, then you know "golf books" is a more viable phrase than the others. In this case, you'll want to spend most of your time on that phrase.

You'd probably want to focus on growing more backlinks to that particular page, as well as searching for other similar phrases that you could use. You might want to try out phrases such as "books on golf," "books about golf," and "golf instruction books." This could get you more traffic that will convert into sales.

The Importance of Acquiring Powerful Backlinks

Backlinks are a critical component of any online business. You need backlinks if you hope to rank well for phrases with more than a couple hundred competing sites. Backlinks can help propel a site from the unknown to a number one position.

Enough quality backlinks can get anyone on page one for all but the very most competitive keywords in the world. A lot of search engines now use a system similar to Google's PR system.

It works better than older forms of search engine algorithms, because it's a bit harder to trick. It's easy to get thousands of links to a site, but those links are often very low quality. You need backlinks from domains that have trust in order for your backlinks to have the most impact on your rankings.

It's true that PR doesn't have as much impact on rankings as it used to, but that's actually a bit tricky. While the PR itself doesn't matter to rankings, the links themselves actually do.

A site with thousands of low quality links can eventually get a high PR. Those thousands and thousands of links can eventually add up to a pretty decent PR, especially if there are just a few quality links thrown into the mix.

But a site with only 20 backlinks, all from very high-quality sites, and a PR of only 2 can feasibly outrank a site with 5,000 backlinks from low-quality sites and a PR of 7. This all has to do with the quality of the links. One high-quality link is worth 10 or even 100 very low quality links – no one knows for sure how Google calculates it.

Getting links from trusted domains can be very difficult. This is where web 2.0 marketing comes in handy. There are many of these web 2.0 sites that have a lot of trust built up with Google and other search engines.

The pages on these sites get indexed very quickly, and they tend to rank very high in Google once they gain trusted status. Not only do those pages rank well, but they can pass a lot of trust onto the sites that are linked from them.

This is a great reason to spend some time creating pages on the various web 2.0 sites. Not only can you get views to some of your affiliate offerings or products, but you can get powerful backlinks to your own sites, too.

Although this is currently one of the best little known SEO strategies, creating pages and posting content to these sites can be quite a time consuming affair.

There are many of these Web 2.0 sites online but there are only about a dozen that search engines like Google hold in extremely high regard.

Creating and posting unique content on even just a dozen of these sites can literally take a whole day or even many days depending on if you create your own content or pay to have articles written for you.

However, programs like [SENUke](#) can generate these web 2.0 sites instantly and with ease allowing search engines like Google to index these pages sometimes within minutes and cut your workload by 90% or more!

SENUke is new ground breaking software that creates pages as well as submits posts and articles to various web 2.0 properties all with a click of a button.

Once you get an account at the various sites, you can use the software to either spin one article that you've written into multiple unique versions or you can use a file of articles that you may have written or purchased. SENuke will then use those articles to create pages on these different sites.

You can use these pages to sell affiliate products, gather opt-in email addresses, promote services, or just link back to your own blogs and websites. You can generate hundreds of pages in a very short time, and these pages can provide backlinks as well as direct traffic to your site once your pages start ranking well in the search engines.

In many cases, your web 2.0 pages will rank better than your own sites, at least at first. But as long as you have your offerings on your web 2.0 properties and you also link to your site, you'll still get a lot of traffic from your pages on these sites.

It's important to keep growing your backlinks on a regular basis. Just because you reach the first page doesn't mean you can become complacent. If you stop growing your backlinks, your competitors could end up surpassing you in the listings. For this reason, you should always keep working on gaining new backlinks.

You may be tempted to rush right out and get several thousand backlinks per day if you can, but you have to let Google believe the growth is natural. It's been theorized by many SEO experts that you could be penalized if you grow your links too quickly.

A brand new site that suddenly has 2,000 backlinks overnight would probably raise a few red flags at Google. But a new site that slowly gets 10, 20, 50, or maybe 100 links per day might not be so unusual.

Search engines want to see links build gradually, because that's what happens with most sites. They might get a few links per day in the beginning, mostly from the webmasters they ask for link exchanges.

After a few weeks, other webmasters start to find their site on their own, via their links on other sites. Then those webmasters add links. The more links there are out there already, the more people will find and link to the site. So it's natural to start adding more and more as time goes on.

At first, you might want to limit your backlinks to 20-50 per day. After a couple of weeks, you might try moving to around 100 per day. Only

after your site has been around for a few months should you start adding 1,000 or more links per day.

Backlinks are important, but not at the risk of having your domain penalized or even banned because Google decides your site is spam. At first, you can probably start out by simply commenting on a few blogs and making some posts on relevant message forums with your link in your signature.

After a week or two, you can start posting on the various web 2.0 sites. These sites have a lot of authority, so they make great backlinks. You can use software like SENuke to automate this process. By automating the process, you'll be able to increase your backlinks quickly, and without much effort on your part.

Getting the Powerful Players to Link to Your Domain

Quality links come from “authority” sites, which are sites that Google believes, are high-quality and are major players in a particular niche. Getting links from authority sites is generally very difficult.

The owners of authority sites usually only link to other authority sites, and they can even be stingy with those links. They don't want to lose their precious traffic to competitors any more than you do!

If you had spent several months or years, and countless hours of work or money building up a large authority site, would you want to give out links to hundreds of little “nobody” sites that came along begging?

If you want to get backlinks from authority sites, then you need to have a very high-quality content site. Authority sites don't just hand out links like candy - they have to be earned.

Some authority sites don't even link out to other sites at all unless they're being paid to do so. But you can often still get some of them to link to you if your site is very good and they believe it will benefit their visitors.

There are several ways to go about getting these links back to your site from authority sites:

1. You can write to them and ask for a link.
2. You can offer to exchange links with them.
3. You can offer to write an exclusive article for them in exchange for a link.
4. You can find a way to get a link by posting on their blog, forum, or elsewhere.

These options are listed in order of difficulty. If the site has a forum or blog, it might be relatively easy to get a link just by posting there. Otherwise, you'll have to go with one of the more difficult options.

All sites need content, and that includes authority sites. Some of them might be willing to let you have a link on their site if you write a very high-quality article for them that they can post exclusively on their site. This isn't as easy as getting a link on a blog or forum, but many site owners will probably agree to this.

Most websites also link to have more incoming links, so some webmasters are willing to trade links with you. SEO experts disagree on reciprocal linking. Some say that reciprocal links aren't weighed as heavily as one-way links.

Others claim they're weighed just as heavily as any other link. At any rate, reciprocal links *do* have *some* value, and they can also bring in traffic directly from the links. If you're going to exchange links with someone, you should take the time to check a couple of things out.

You should make sure your linking partner doesn't put "nofollow" tags on their reciprocal links. Some people do this in order to preserve their PR, so they can pass more PR juice to the pages they *want* to pass it to. This can render these backlinks far less useful, so that's something you should watch for.

You should also monitor your linking partners carefully, because webmasters will often remove linking partners after a few weeks, thinking that most people will never realize their link has been removed.

This way, they get a free one-way link. Even if you *do* notice, they'll generally tell you it was an accident or a mistake, and they'll put it back. You should keep a close eye on linking partners and check to make sure your link is there at least once a month if not once a week.

You can use software to keep up with your reciprocal links, if you don't feel you have the time to do it yourself. Popular SEO software packages can help you keep track of your reciprocal links, so you can make sure they're still linking back to you.

The hardest option is getting a totally free one-way backlink. You can write to a webmaster and just ask them outright if they'd be willing to link to you. You'll probably be more successful if you observe a few rules when you write to these webmasters and ask for links.

Remember, they're people too. They don't want to hand out random links to junky sites that might disappear in no time and are only there to generate AdSense clicks! Follow these rules and you'll increase your chances of getting free one-way backlinks.

- Stroke their ego. Tell them how much you love their site, and that you're a big fan.
- Tell them you have a very high quality site with X features and give them a link.
- Explain why your site would be valuable to their visitors.
- Tell them you understand how very busy they are, and you appreciate their time.
- Tell them how honored you'd be if they would link to your site.

You want to be extremely polite, give them a big ego boost, and give them a reason to link to you because you can offer something of value to their visitors, and let them know how much you appreciate them and their time.

If your site truly is of good quality and you do offer something for their visitors, you'll have a pretty decent chance of getting a link. Just remember - many authority sites are actually run by corporations.

If a particular site is run by a company instead of an individual, especially if that company happens to be a major corporation, then your chances of getting a link are slim to none. Still, there's no harm in trying.

Getting backlinks from authority sites doesn't have to be quite so difficult, though. You can use web 2.0 sites to get links that are almost as powerful for a lot less work.

There are a number of very good web 2.0 sites out there that can give you very powerful backlinks and [SENUke](#) will do the work for you.

Squidoo

This is a very powerful web 2.0 site, because it was built by a marketer for marketers. They understand that most people these days are putting up websites to make money, not just to impress their friends or out of the goodness of their hearts!

They allow you to link out as many times as you want as long as you provide good, quality content. Their links aren't tagged with "nofollow," either, which means you can get plenty of PR link juice from them!

HubPages

This is another very powerful web 2.0 site. It's similar to Squidoo, but there are a few major differences. For one thing, they only allow you to link out to the same site a maximum of two times on a single hub.

That's not quite such a big deal if you're just looking for a backlink, but it's a pain if you're trying to seriously promote something. Also, if your Hub score isn't above a certain threshold, your links are all tagged with "nofollow." This means you *must* provide quality content on HubPages or your links won't pass you any PR at all.

Ezine Articles

This site has a *lot* of authority with Google. Pages on Ezine articles very often land in the top 10 on Google. Plus, they also let you have a link to your own sites in your bio box at the end of your articles.

There was some talk for awhile that they might add a "nofollow" tag, but so far they've decided not to do it because of outcry from their authors.

Blogger

Blogger.com is a free blogging platform with a lot of good karma in Google because it's owned by Google.

WordPress

Although it's generally better to host WordPress blogs on your own domain because WordPress doesn't allow affiliate links on their hosted blogs, it's perfectly fine to use them to get backlinks to your sites.

USFreeAds

This is a classified ads site that gets a lot of love from Google, and the ads posted there often make it onto the first page of Google's search results.

Propeller

This is a type of social bookmarking site that's run by Netscape. Google absolutely loves this site, and the articles posted there often make it onto the first page of Google within hours.

Digg

This is a major social bookmarking site. Users can submit articles on web pages that they like and other users can vote on whether a particular site or story is good or not.

StumbleUpon

This is another very popular social bookmarking site. People claim it sends the most traffic of any of the social bookmarking sites.

Twitter

This is a microblogging platform. It's like a blog, but you're limited to a relatively small number of characters in each post. It's great for getting backlinks, because you can add a link to your site in your profile. Plus, every Tweet (every post) gets indexed as its own page in Google.

There are also plenty of other great sites you can use to pass authority link juice to your sites. Zimbio, Wikispaces, Wetpaint, Go Articles, and Tumblr are all great for getting quality backlinks.

SENUke can submit to almost all of these web 2.0 sites, and you can use the software to spin your articles into multiple versions that can be used to post unique content to each of these resources. It's easy to use, and it makes building links using these sites very easy to do and very fast.

Increasing Traffic and Links through Social Marketing Methods

Social marketing is all about marketing through various social sites and other web 2.0-style sites. Social bookmarking sites are a powerful form of online marketing. They allow users to “bookmark” sites they like on the ‘net so that other people can visit them. The more people who bookmark a site, the more popular it becomes.

Blog aggregators are sites that collect links of RSS feeds and sometimes also standard websites. In order to get listed on them, you have to “ping” your site by submitting it. You can do this through sites such as pingoat.com or pingomatic.com, or by going straight to each blog aggregator site individually.

If you have a static website rather than a blog, you can still ping your site. Some sites accept pings from static websites. For those that don’t, you can actually create an RSS feed for the home page of your static HTML site - it’s just a bit complex and technical to do or requires installing scripts.

You can also get backlinks and traffic from social networking sites like MySpace and Facebook. Although these sites often have “nofollow” on their links to prevent abuse from spammers, the links can still bring good traffic on their own.

Just remember to read their terms and conditions carefully. Some of these networks have very strict rules about commercial use, so you’ll have to be careful to stay within those rules.

As long as you stay within their rules, social networking sites can provide both traffic and backlinks. Remember, those “nofollow” links can still be valuable if they get enough traffic!

One thing to remember about social networking sites is that they run on the power of *friends*. You have to spend time building a large list of friends in order to get the most benefit out of your efforts there.

The more friends you have, the more people will see your links in the first place. Each of your friends will be offering your own profile a backlink from theirs!

Because these sites run on a system of friends, it's very important not to betray the trust of the friends you do gather on your list. They can be a valuable resource to you, so don't abuse that by spamming them.

New types of social sites will come onto the scene all the time. It's important to keep an eye out for new ones, because you never know when a new one will suddenly become the next little darling of Google.

They're often especially susceptible to marketing purposes while they're new, because they don't think about putting "nofollow" tags on their links in their early days.

Only when they start getting heavily abused by spammers do most social sites slap "nofollow" onto their links. You want to gain as many backlinks as you can quickly with these sites, even if you lose the links later.

It's important to remember that one of the biggest keys to success in social marketing is through innovating, adapting, and researching. You have to keep watching for new sites. You also need to adapt to the changes at various sites.

If one site changes their system for the worst, you can either find a new way to use their system, or you can move elsewhere. Those who are innovative and creative will ultimately be the most successful in the landscape of the new Internet.

Web 2.0 is all about innovation. Anyone who can grow and adapt can have great success with these sites. Make it a point to research at least one new web 2.0 site every day. Examine it to see what its PR is.

Find out whether the links are tagged as “nofollow.” Look at its Alexa rank to see if it has a decent level of traffic. Study the first few pages of search results for a number of search phrases and see if the site pops up in those first few pages.

Although new sites may not yet have a lot of first page listings, they will often show up in the first few pages if they have real potential. Whenever you find a new site, use it carefully to build your SEO over time and pair it with a powerful convenient tool like SENuke that will assist by allowing you to dominate the search engine listings much easier and much quicker.

To Your Success
Joe Russell and Areeb Bajwa
<http://www.senuke.com>